

ABSTRACTELECTRONIC MEDIA DISTRIBUTION

5 A system for electronic media distribution comprises means for generating a plurality of media items; a data repository for storing a respective metadata item containing metadata relating to the generation of the corresponding media item; means for electronically distributing at least some of the media items to a plurality of end-users; means for detecting reception by the end-users of the media items; and means for associating, with each metadata item relating to an electronically distributed media item, a
10 reception indicator indicative of the number of users receiving that media item.

Figure 1.

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